

Rep Order# 6861863 Ver# 7 Mod# 2 Status Confirmed Traffic Order# 213256 Printed: 10/12/2012 4:54 PM 1 of 4  
EC'd Yes Last Received: 10/12/2012 3:55 PM  
Showing Buylines: All Lines

Station WISH-TV INDIANAPOLIS, IN  
Advertiser ( ) MIKE PENCE FOR GOVE  
Product MIKE PENCE  
Estimate# 2826  
Buyer WHITNEY EVERSOLE  
Phone#  
Fax#  
Agency ( ) STRATEGIC MEDIA PLACEMENT  
7669 STAGERS LOOP  
DELAWARE, OH 43015  
Agency C/P1/P2/E //2826  
Flight Dates 10/09/2012 - 10/16/2012  
Hiatus Weeks  
Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) KATE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

CLIENT: MIKE PENCE FOR GOVERNOR SC=\*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	6A-7A	NEWS	:30	\$450.00	10/09-10/12	4	1	4	\$1,800.00	
	2	M	6A-7A	NEWS	:30	\$450.00	10/15-10/15	1	1	1	\$450.00	
	3	TU-F	7A-8A	EARLY SHOW	:30	\$350.00	10/09-10/12	4	1	4	\$1,400.00	
	4	M	7A-8A	EARLY SHOW	:30	\$350.00	10/15-10/15	1	1	1	\$350.00	
	5	TU-TH	11A-12P	PRICE IS RIGHT	:30	\$300.00	10/09-10/11	2	1	2	\$600.00	
		Buyline Comment: 1X NA 10/9										
	6	M	11A-12P	PRICE IS RIGHT	:30	\$300.00	10/15-10/15	1	1	1	\$300.00	
	7	TU-F	12P-1230P	NEWS	:30	\$250.00	10/09-10/12	0	0	0	\$0.00	
		[MADE-GOOD BY LINE(S) 34]										
	34	TU-F	5A-530A	MORNING NEWS	:30	\$250.00	10/09-10/12	2	1	2	\$500.00	
		Buyline Comment: MKGD LINE 7 W/O 10/9										
		[MKGD FOR SPOTS MISSED ON LN #7: 10/09(4/WK)]										
	8	TU-F	5P-530P	NEWS	:30	\$600.00	10/09-10/12	4	1	4	\$2,400.00	
	9	M	5P-530P	NEWS	:30	\$600.00	10/15-10/15	1	1	1	\$600.00	
	10	TU-F	530P-6P	NEWS	:30	\$600.00	10/09-10/12	4	1	4	\$2,400.00	
	11	M	530P-6P	NEWS	:30	\$600.00	10/15-10/15	1	1	1	\$600.00	

Rep Order# 6861863 Ver# 7 Mod# 2 Status Confirmed

Traffic Order# 213256

Last Received: 10/12/2012 3:55 PM  
Showing Buylines: All Lines

Station WISH-TV INDIANAPOLIS, IN  
Advertiser ( ) MIKE PENCE FOR GOVE  
Product MIKE PENCE  
Estimate# 2826  
Buyer WHITNEY EVERSOLE  
Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT  
7669 STAGERS LOOP  
DELAWARE, OH 43015  
Agency C/P1/P2/E //2826  
Flight Dates 10/09/2012 - 10/16/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) KATE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	12	TU-F	6P-630P	NEWS	:30	\$700.00	10/09-10/12	4	1	4	\$2,800.00	
	13	M	6P-630P	NEWS	:30	\$700.00	10/15-10/15	1	1	1	\$700.00	
	14	TU-F	7P-730P	INSIDE EDITION	:30	\$550.00	10/09-10/12	3	1	3	\$1,650.00	
	Buyline Comment: 1X NA 10/10											
	15	TU	7P-730P	INSIDE EDITION	:30	\$550.00	10/16-10/16	0	0	0	\$0.00	
	Buyline Comment: MOVED FROM 10/15 DUE DEBATE											
	16	TU-F	730P-8P	E.T.	:30	\$600.00	10/09-10/12	3	1	3	\$1,800.00	
	Buyline Comment: 1X NA 10/9											
	17	TU	730P-8P	E.T.	:30	\$600.00	10/16-10/16	0	0	0	\$0.00	
	Buyline Comment: MOVED FROM 10/15 DUE DEBATE											
	18	TU-F	11P-1135P	NEWS	:30	\$900.00	10/09-10/12	4	1	4	\$3,600.00	
	19	M	11P-1135P	NEWS	:30	\$900.00	10/15-10/15	1	1	1	\$900.00	
	20	SA	6A-9A	NEWS	:30	\$250.00	10/13-10/13	1	1	1	\$250.00	
	21	SA	7P-8P	NEWS	:30	\$400.00	10/13-10/13	1	1	1	\$400.00	
	22	SA	11P-1130P	NEWS	:30	\$600.00	10/13-10/13	1	1	1	\$600.00	
	23	SU	6A-9A	DAYBREAK	:30	\$200.00	10/14-10/14	2	1	2	\$400.00	
	24	SU	9A-1030A	CBS SUN MORN	:30	\$700.00	10/14-10/14	2	1	2	\$1,400.00	
	25	SU	1030A-11A	FACE THE NATION	:30	\$700.00	10/14-10/14	1	1	1	\$700.00	
	26	SU	6P-7P	NEWS	:30	\$400.00	10/14-10/14	1	1	1	\$400.00	

Rep Order# 6861863 Ver# 7 Mod# 2 Status Confirmed  
EC'd Yes

Traffic Order# 213256

Last Received: 10/12/2012 3:55 PM  
Showing Buylines: All Lines

3 of 4

Station WISH-TV INDIANAPOLIS, IN  
Advertiser ( ) MIKE PENCE FOR GOVE  
Product MIKE PENCE  
Estimate# 2826  
Buyer WHITNEY EVERSOLE  
Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT  
7669 STAGERS LOOP  
DELAWARE, OH 43015  
Agency C/P1/P2/E //2826  
Flight Dates 10/09/2012 - 10/16/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) KATE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	27	SU	11P-1130P	NEWS	:30	\$900.00	10/14-10/14	1	1	1	\$900.00	
	28	M	10P-11P	HAWAII 5-0	:30	\$1,700.00	10/15-10/15	1	1	1	\$1,700.00	
	29	TU	8P-9P	NCIS	:30	\$2,000.00	10/09-10/09	0	0	0	\$0.00	
	Buyline Comment: SPOT NA 10/9											
	30	SU	7P-8P	60 MINUTES	:30	\$2,000.00	10/14-10/14	1	1	1	\$2,000.00	
	31	SU	4P-7P	NFL	:30	\$3,000.00	10/14-10/14	0	0	0	\$0.00	
	Buyline Comment: 2X NA 10/14											
	32	SU	1P-4P	COLTS	:30	\$11,000.00	10/14-10/14	1	1	1	\$11,000.00	
	33	TU	9P-10P	NCIS LA	:30	\$2,000.00	10/09-10/09	0	0	0	\$0.00	
	Buyline Comment: SPOT NA 10/9											

---REPORT TOTALS---

Report Totals: 54 / \$42,600.00

---SALES MONTHLY TOTALS---

Oct 12: 54 / \$42,600.00

Sales Totals: 54 / \$42,600.00

Station Totals: 54 / \$42,600.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$111,169	CABL 0%	WISH 38%	WNDY 1%	WRTV 0%	WTHR 39%
		WTTV 3%	WXIN 17%			

Showing Buylines: All Lines

Last Received: 10/12/2012 3:55 PM

Station	WISH-TV INDIANAPOLIS, IN	Agency	( ) STRATEGIC MEDIA PLACEMENT	Rep Firm	
Advertiser	( ) MIKE PENCE FOR GOVE		7669 STAGERS LOOP	Sales Office	( ) PHILADELPHIA
Product	MIKE PENCE		DELAWARE, OH 43015	Salesperson	( ) KATE BRADY
Estimate#	2826		//2826		
Buyer	WHITNEY EVERSOLE	Agency C/P1/P2/E	10/09/2012 - 10/16/2012	Salesperson Phone#	215-567-6005
Phone#		Flight Dates		Salesperson FAX#	215-567-5938
Fax#		Hiatus Weeks			

Books	null
Demos	RA35+

--- CREDIT RISK ---  
CASH IN ADVANCE

Spot Manager: All, 10/09/12-10/15/12

Station	Advertiser	Product	Estimote	Order Inventory	Description	Time Period	Length	Date	Air Time	Inv. Code (Placed)	Rate	Ad-ID	Priority
---------	------------	---------	----------	-----------------	-------------	-------------	--------	------	----------	--------------------	------	-------	----------

Alt Order #: 06861863

WISH	POL/Mike Pence for GoMike Pence	2826	Entertainment Tonight	728-8p	:30	10/09/12	M-F 730-8p	\$600.00	P3
WISH	POL/Mike Pence for GoMike Pence	2826	Tuesday 9-10p	858-10p	:30	10/09/12	Tue Hour 2	\$2,000.00	P4
WISH	POL/Mike Pence for GoMike Pence	2826	Inside Edition	658-730p	:30	10/09/12	M-F 7-730p	\$550.00	P3
WISH	POL/Mike Pence for GoMike Pence	2826	News 8 @ 11 M-F	11-1135p	:30	10/09/12	LN M-F	\$900.00	P3
WISH	POL/Mike Pence for GoMike Pence	2826	Noon News	1158a-1230p	:30	10/09/12	Noon News	\$250.00	P4
WISH	POL/Mike Pence for GoMike Pence	2826	Tuesday 8-9p	758-9p	:30	10/09/12	Tue Hour 1	\$2,000.00	P4
WISH	POL/Mike Pence for GoMike Pence	2826	Price Is Right	1058-12p	:30	10/09/12	Price Is Right	\$300.00	P3
WISH	POL/Mike Pence for GoMike Pence	2826	News 8 @5p	5-530p	:30	10/09/12	News 8 @5	\$600.00	P3
WISH	POL/Mike Pence for GoMike Pence	2826	News 8 @ 530p	530-6p	:30	10/09/12	News 8 @530	\$600.00	P3
WISH	POL/Mike Pence for GoMike Pence	2826	News 8 @6	558-630p	:30	10/09/12	News 8 @6	\$700.00	P3
WISH	POL/Mike Pence for GoMike Pence	2826	Daybreak @ 6	558-7a	:30	10/09/12	6:05:28 AM Daybreak @ 6	\$450.00	P3
WISH	POL/Mike Pence for GoMike Pence	2826	CBS This Morning @7a	7-8a	:30	10/09/12	6:58:41 AM Daybreak @ 6	\$350.00	P3
WISH	POL/Mike Pence for GoMike Pence	2826	News 8 @6	558-630p	:30	10/10/12	News 8 @6	\$700.00	P3
WISH	POL/Mike Pence for GoMike Pence	2826	News 8 @ 530p	530-6p	:30	10/10/12	News 8 @530	\$600.00	P3
WISH	POL/Mike Pence for GoMike Pence	2826	Entertainment Tonight	728-8p	:30	10/10/12	M-F 730-8p	\$600.00	P3
WISH	POL/Mike Pence for GoMike Pence	2826	Daybreak @ 6	558-7a	:30	10/10/12	Daybreak @ 6	\$450.00	P3
WISH	POL/Mike Pence for GoMike Pence	2826	Price Is Right	1058-12p	:30	10/10/12	Price Is Right	\$300.00	P3
WISH	POL/Mike Pence for GoMike Pence	2826	Noon News	1158a-1230p	:30	10/10/12	Noon News	\$250.00	P4
WISH	POL/Mike Pence for GoMike Pence	2826	Inside Edition	658-730p	:30	10/10/12	M-F 7-730p	\$550.00	P3
WISH	POL/Mike Pence for GoMike Pence	2826	CBS This Morning @7a	7-8a	:30	10/10/12	CBS This Morning @ 7a	\$350.00	P3
WISH	POL/Mike Pence for GoMike Pence	2826	News 8 @ 11 M-F	11-1135p	:30	10/10/12	LN M-F	\$900.00	P3
WISH	POL/Mike Pence for GoMike Pence	2826	News 8 @5p	5-530p	:30	10/10/12	News 8 @5	\$600.00	P3
WISH	POL/Mike Pence for GoMike Pence	2826	News 8 @6	558-630p	:30	10/11/12	News 8 @6	\$700.00	P3
WISH	POL/Mike Pence for GoMike Pence	2826	Noon News	1158a-1230p	:30	10/11/12	Noon News	\$250.00	P4
WISH	POL/Mike Pence for GoMike Pence	2826	Price Is Right	1058-12p	:30	10/11/12	Price Is Right	\$300.00	P3
WISH	POL/Mike Pence for GoMike Pence	2826	Inside Edition	658-730p	:30	10/11/12	M-F 7-730p	\$550.00	P3
WISH	POL/Mike Pence for GoMike Pence	2826	Daybreak @ 6	558-7a	:30	10/11/12	Daybreak @ 6	\$450.00	P3
WISH	POL/Mike Pence for GoMike Pence	2826	News 8 @ 11 M-F	11-1135p	:30	10/11/12	LN M-F	\$900.00	P3
WISH	POL/Mike Pence for GoMike Pence	2826	CBS This Morning @7a	7-8a	:30	10/11/12	CBS This Morning @ 7a	\$350.00	P3
WISH	POL/Mike Pence for GoMike Pence	2826	News 8 @ 530p	530-6p	:30	10/11/12	News 8 @530	\$600.00	P3
WISH	POL/Mike Pence for GoMike Pence	2826	Entertainment Tonight	728-8p	:30	10/11/12	M-F 730-8p	\$600.00	P3
WISH	POL/Mike Pence for GoMike Pence	2826	News 8 @5p	5-530p	:30	10/11/12	News 8 @5	\$600.00	P3
WISH	POL/Mike Pence for GoMike Pence	2826	CBS This Morning @7a	7-8a	:30	10/12/12	CBS This Morning @ 7a	\$350.00	P3
WISH	POL/Mike Pence for GoMike Pence	2826	News 8 @5p	5-530p	:30	10/12/12	News 8 @5	\$600.00	P3
WISH	POL/Mike Pence for GoMike Pence	2826	Inside Edition	658-730p	:30	10/12/12	M-F 7-730p	\$550.00	P3
WISH	POL/Mike Pence for GoMike Pence	2826	Daybreak @ 6	558-7a	:30	10/12/12	Daybreak @ 6	\$450.00	P3
WISH	POL/Mike Pence for GoMike Pence	2826	News 8 @ 11 M-F	11-1135p	:30	10/12/12	LN M-F	\$900.00	P3
WISH	POL/Mike Pence for GoMike Pence	2826	News 8 @6	558-630p	:30	10/12/12	News 8 @6	\$700.00	P3
WISH	POL/Mike Pence for GoMike Pence	2826	News 8 @530	530-6p	:30	10/12/12	News 8 @530	\$600.00	P3
WISH	POL/Mike Pence for GoMike Pence	2826	Noon News	1158a-1230p	:30	10/12/12	Noon News	\$250.00	P4
WISH	POL/Mike Pence for GoMike Pence	2826	Entertainment Tonight	728-8p	:30	10/12/12	M-F 730-8p	\$600.00	P3
WISH	POL/Mike Pence for GoMike Pence	2826	Daybreak Saturday	558-9a	:30	10/13/12	Daybreak Saturday	\$250.00	P3
WISH	POL/Mike Pence for GoMike Pence	2826	News 8 @11 Saturday	11-1135p	:30	10/13/12	LN Sa	\$600.00	P3
WISH	POL/Mike Pence for GoMike Pence	2826	ET Weekend	658-8p	:30	10/13/12	Sat 7p-8p	\$400.00	P3
WISH	POL/Mike Pence for GoMike Pence	2826	Daybreak Sunday	558-9a	:30	10/14/12	Daybreak Sunday	\$200.00	P3
WISH	POL/Mike Pence for GoMike Pence	2826	Sunday 7-8p	658-8p	:30	10/14/12	Sun Hour 1	\$2,000.00	P3

[Filtered by: ] [Sorted by: Alt Order #]

Spot Manager: All, 10/09/12-10/15/12

Station	Advertiser	Product	Estimote	Order Inventory	Description	Time Period	Length	Date	Air Time	Inv. Code (Placed)	Rate	Ad-ID	Priority
Alt Order #: 06867863													
WISH	POL/Mike Pence for Go	MIKE PENCE	2826	CBS Sunday Morning		858-1030a	:30	10/14/12		CBS Sunday Morni	\$700.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE	2826	Face The Nation		1028-11a	:30	10/14/12		Face the Nation	\$700.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE	2826	CBS Sunday Morning		858-1030a	:30	10/14/12		CBS Sunday Morni	\$700.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE	2826	NFL Football		(4:00:00 PM-7:00	:30	10/14/12		NFL Football	\$3,000.00		P4
WISH	POL/Mike Pence for Go	MIKE PENCE	2826	NFL Football		(4:00:00 PM-7:00	:30	10/14/12		NFL Football	\$3,000.00		P4
WISH	POL/Mike Pence for Go	MIKE PENCE	2826	News 8 @ 11 Sunday		11-1130p	:30	10/14/12		LN Su	\$900.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE	2826	Daybreak Sunday		558-9a	:30	10/14/12		Daybreak Sunday	\$200.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE	2826	Colts Football		(1:00:00 PM-4:00	:30	10/14/12		Colts Football	\$11,000.00		P4
WISH	POL/Mike Pence for Go	MIKE PENCE	2826	News 8 Weekend/Sunday		558-7p	:30	10/14/12		News 8 Weekend/s	\$400.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE	2826	Inside Edition		658-730p	:30	10/15/12		M-F 7-730p	\$550.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE	2826	News 8 @ 11 M-F		11-1135p	:30	10/15/12		LN M-F	\$900.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE	2826	Price Is Right		1058-12p	:30	10/15/12		Price is Right	\$300.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE	2826	Entertainment Tonight		728-8p	:30	10/15/12		M-F 730-8p	\$600.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE	2826	News 8 @6		558-630p	:30	10/15/12		News 8 @6	\$700.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE	2826	Daybreak @ 6		558-7a	:30	10/15/12		Daybreak @ 6	\$450.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE	2826	News 8 @5p		5-530p	:30	10/15/12		News 8 @5	\$600.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE	2826	Monday 10-11p		958-11p	:30	10/15/12		Mon Hour 3	\$1,700.00		P4
WISH	POL/Mike Pence for Go	MIKE PENCE	2826	CBS This Morning @7a		7-8a	:30	10/15/12		CBS This Morning	\$350.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE	2826	News 8 @ 530p		530-6p	:30	10/15/12		News 8 @530	\$600.00		P3
											\$55,700.00		
											\$55,700.00		

[Filtered by: ] [Sorted by: Alt Order #]

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, KEGAN BERAN / WHITNEY EVERSOLE,

being/on behalf of: MIKE PENCE, a legally

qualified candidate of the REPUBLICAN political

party for the office of: GOVERNOR OF INDIANA

in the GENERAL

election to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Mike Pence for Indiana, PO Box 1038, Anderson, IN 46015 | (765) 643-9503

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Fred S Klipsch

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

5/11/12

Date



Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

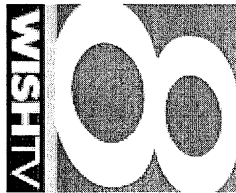
\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title



# INVOICE



**Remit Address:**  
**WISH**  
90359 Collections Center Drive  
Chicago, IL 60693  
Main: (317) 923-8888  
Billing: (317) 923-8888

Advertiser	POL/Mike Pence for Governor (R)
Product	MIKE PENCE
Estimate Number	2826

Invoice #	213256-1
Invoice Date	10/21/12
Invoice Month	October 2012
Invoice Period	10/01/12 - 10/15/12

Station	WISH
Account Executive	Petry Philadelphia
Sales Office	Petry/Philadelphia
Sales Region	National

Order #	213256
Alt Order #	06861863
Deal #	
Order Flight	10/09/12 - 10/15/12

**Billing Address:**

Strategic Media Placement  
Attention: Accounts Payable  
7669 Stagers Loop  
Delaware, OH 43015  
USA

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB #	
Advertiser Code	
Product Code	

Agency Ref	IN9370/IN11002/IN14195
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Aired	Days	Ad-ID	Rate	Reconciliation	Ref #
1	WISH	Daybreak @ 6	558-7a	to	10/08/12 to 10/14/12	4x		-TWTF--				
	WISH			Tu	10/09/12	:30	6:09 AM		TVGENPENC1215H	\$450.00		3
	WISH			W	10/10/12	:30	6:10 AM		TVGENPENC1215H	\$450.00		1
	WISH			Th	10/11/12	:30	6:28 AM		TVGENPENC1215H	\$450.00		2
	WISH			F	10/12/12	:30	5:59 AM		TVGENPENC1215H	\$450.00		4
2	WISH	Daybreak @ 6	558-7a	to	10/15/12 to 10/21/12	1x		M-----				
	WISH			M	10/15/12	:30	6:54 AM		TVGENPENC1215H	\$450.00		1
3	WISH	CBS This Morning @7a	7-8a	to	10/08/12 to 10/14/12	4x		-TWTF--				
	WISH			Tu	10/09/12	:30	6:59 AM		TVGENPENC1215H	\$350.00		2
	WISH			W	10/10/12	:30	7:57 AM		TVGENPENC1215H	\$350.00		3
	WISH			Th	10/11/12	:30	7:38 AM		TVGENPENC1215H	\$350.00		4
	WISH			F	10/12/12	:30	6:58 AM		TVGENPENC1215H	\$350.00		1
4	WISH	CBS This Morning @7a	7-8a	to	10/15/12 to 10/21/12	1x		M-----				
	WISH			M	10/15/12	:30	7:26 AM		TVGENPENC1215H	\$350.00		1
5	WISH	Price Is Right	1058-12p	to	10/08/12 to 10/14/12	3x		-TWTF--				
	WISH			Tu	10/09/12	:30	12:00 PM		TVGENPENC1215H	\$300.00		1
	WISH			W	10/10/12	:30	10:58 AM		TVGENPENC1215H	\$300.00		2
	WISH			Th	10/11/12	:00				\$300.00	Credited	3
6	WISH	Price Is Right	1058-12p	to	10/15/12 to 10/21/12	1x		M-----				
	WISH			M	10/15/12	:30	11:59 AM		TVGENPENC1215H	\$300.00		1
7	WISH	Noon News	1158a-1230p	to	10/08/12 to 10/14/12	4x		-TWTF--				
	WISH			Tu	10/09/12	:00				\$250.00	See MG 7.5, 7.6	3

Subject to our standard terms and conditions located at [www.linmedia.com/multiplatform-ad-solutions](http://www.linmedia.com/multiplatform-ad-solutions).

We warrant that the "actual broadcast" information shown on this invoice was taken from the program log and will be available, upon request, for inspection by the advertiser or agency for at least twelve (12) months from the date of this invoice. If you are unable to resolve a payment dispute with your station, please call 1-317-704-8747 to reach our Accounts Receivable department. If you wish to report possible misconduct, you may reach our compliance hotline at 1-877-363-3072.

## INVOICE



**Remit Address:**  
**WISH**  
 90359 Collections Center Drive  
 Chicago, IL 60693  
 Main: (317) 923-8888  
 Billing: (317) 923-8888

**Billing Address:**

**Strategic Media Placement**  
**Attention: Accounts Payable**  
 7669 Stagers Loop  
 Delaware, OH 43015  
 USA

Advertiser	POL/Mike Pence for Governor (R)
Product	MIKE PENCE
Estimate Number	2826

<b>Invoice #</b>	<b>213256-1</b>
Invoice Date	10/21/12
Invoice Month	October 2012
Invoice Period	10/01/12 - 10/15/12

Station	WISH
Account Executive	Petry Philadelphia
Sales Office	Petry/Philadelphia
Sales Region	National

Order #	213256
Alt Order #	06861863
Deal #	
Order Flight	10/09/12 - 10/15/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB #	
Advertiser Code	
Product Code	

Agency Ref	IN9370/IN11002/IN14195
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Aired Days	Ad-ID	Rate	Reconciliation	Ref #
7	WISH	Noon News	1158a-1230p								
	WISH	Daybreak @ 5am	5-530a	Th	10/11/12	:00			<del>\$250.00</del>	See MG 7.5,7.6	4
	WISH			Th	10/11/12	:30	5:28 AM	TVGENPENC1215H	\$250.00	MG for 7.3,7.4	6
	WISH			F	10/12/12	:00			<del>\$250.00</del>	Credited	1
	WISH			F	10/12/12	:00			<del>\$250.00</del>	Credited	2
	WISH	Daybreak @ 5am	5-530a	F	10/12/12	:30	5:25 AM	TVGENPENC1215H	\$250.00	MG for 7.3,7.4	5
8	WISH	News 8 @5p	5-530p								
	WISH				10/08/12 to 10/14/12	4x	-TWTF--				
	WISH			Tu	10/09/12	:30	5:30 PM	TVGENPENC1215H	\$600.00		1
	WISH			W	10/10/12	:30	5:27 PM	TVGENPENC1215H	\$600.00		2
	WISH			Th	10/11/12	:30	5:28 PM	TVGENPENC1215H	\$600.00		3
	WISH			F	10/12/12	:30	4:58 PM	TVGENPENC1215H	\$600.00		4
9	WISH	News 8 @5p	5-530p								
	WISH				10/15/12 to 10/21/12	1x	M-----				
	WISH			M	10/15/12	:30	5:12 PM	TVGENPENC1215H	\$600.00		1
10	WISH	News 8 @ 530p	530-6p								
	WISH				10/08/12 to 10/14/12	4x	-TWTF--				
	WISH			Tu	10/09/12	:30	5:53 PM	TVGENPENC1215H	\$600.00		2
	WISH			W	10/10/12	:30	5:59 PM	TVGENPENC1215H	\$600.00		1
	WISH			Th	10/11/12	:30	5:46 PM	TVGENPENC1215H	\$600.00		4
	WISH			F	10/12/12	:30	5:37 PM	TVGENPENC1215H	\$600.00		3
11	WISH	News 8 @ 530p	530-6p								
	WISH				10/15/12 to 10/21/12	1x	M-----				
	WISH			M	10/15/12	:30	5:36 PM	TVGENPENC1215H	\$600.00		1
12	WISH	News 8 @6	558-630p								
	WISH				10/08/12 to 10/14/12	4x	-TWTF--				
	WISH			Tu	10/09/12	:30	6:13 PM	TVGENPENC1215H	\$700.00		3
	WISH			W	10/10/12	:30	6:22 PM	TVGENPENC1215H	\$700.00		4
	WISH			Th	10/11/12	:30	6:22 PM	TVGENPENC1215H	\$700.00		2
	WISH			F	10/12/12	:30	5:59 PM	TVGENPENC1215H	\$700.00		1

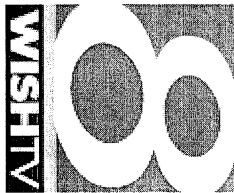
Subject to our standard terms and conditions located at [www.linmedia.com/multiplatform-ad-solutions](http://www.linmedia.com/multiplatform-ad-solutions).

We warrant that the "actual broadcast" information shown on this invoice was taken from the program log and will be available, upon request, for inspection by the advertiser or agency for at least twelve (12) months from the date of this invoice. If you are unable to resolve a payment dispute with your station, please call 1-317-704-8747 to reach our Accounts Receivable department. If you wish to report possible misconduct, you may reach our compliance hotline at 1-877-363-3072.

## INVOICE

## Remit Address:

**WISH**  
 90359 Collections Center Drive  
 Chicago, IL 60693  
 Main: (317) 923-8888  
 Billing: (317) 923-8888



## Billing Address:

Strategic Media Placement  
 Attention: Accounts Payable  
 7669 Stagers Loop  
 Delaware, OH 43015  
 USA

Advertiser	POL/Mike Pence for Governor (R)
Product	MIKE PENCE
Estimate Number	2826

Invoice #	213256-1
Invoice Date	10/21/12
Invoice Month	October 2012
Invoice Period	10/01/12 - 10/15/12

Station	WISH
Account Executive	Petry Philadelphia
Sales Office	Petry/Philadelphia
Sales Region	National

Order #	213256
Alt Order #	06861863
Deal #	
Order Flight	10/09/12 - 10/15/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB #	
Advertiser Code	
Product Code	

Agency Ref	IN9370/IN11002/IN14195
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Aired Days	Ad-ID	Rate	Reconciliation	Ref #
13	WISH	News 8 @6	558-630p		10/15/12 to 10/21/12	1x	M-----				
				M	10/15/12	:30	6:14 PM	TVGENPENC1215H	\$700.00		1
14	WISH	Inside Edition	658-730p		10/08/12 to 10/14/12	4x	-TWTF--				
				Tu	10/09/12	:30	7:13 PM	TVGENPENC1215H	\$550.00		2
				W	10/10/12	:00			\$550.00	Credited	4
				Th	10/11/12	:30	7:09 PM	TVGENPENC1215H	\$550.00		3
				F	10/12/12	:30	7:11 PM	TVGENPENC1215H	\$550.00		1
15	WISH	Inside Edition	658-730p		10/15/12 to 10/21/12	1x	M-----				
				M	10/15/12	:00			\$550.00	Credited	1
16	WISH	Entertainment Tonight	728-8p		10/08/12 to 10/14/12	4x	-TWTF--				
				Tu	10/09/12	:30	7:39 PM	TVGENPENC1215H	\$600.00		1
				W	10/10/12	:00			\$600.00	Credited	3
				Th	10/11/12	:30	7:55 PM	TVGENPENC1215H	\$600.00		4
				F	10/12/12	:30	7:47 PM	TVGENPENC1215H	\$600.00		2
17	WISH	Entertainment Tonight	728-8p		10/15/12 to 10/21/12	1x	M-----				
				M	10/15/12	:00			\$600.00	Credited	1
18	WISH	News 8 @ 11 M-F	11-1135p		10/08/12 to 10/14/12	4x	-TWTF--				
				Tu	10/09/12	:30	11:29 PM	TVGENPENC1215H	\$900.00		1
				W	10/10/12	:30	11:34 PM	TVGENPENC1215H	\$900.00		2
				Th	10/11/12	:30	11:29 PM	TVGENPENC1215H	\$900.00		3
				F	10/12/12	:30	11:33 PM	TVGENPENC1215H	\$900.00		4
19	WISH	News 8 @ 11 M-F	11-1135p		10/15/12 to 10/21/12	1x	M-----				
				M	10/15/12	:00			\$900.00	Credited	1

Subject to our standard terms and conditions located at [www.linmedia.com/multiplatform-ad-solutions](http://www.linmedia.com/multiplatform-ad-solutions).

We warrant that the "actual broadcast" information shown on this invoice was taken from the program log and will be available, upon request, for inspection by the advertiser or agency for at least twelve (12) months from the date of this invoice. If you are unable to resolve a payment dispute with your station, please call 1-317-704-8747 to reach our Accounts Receivable department. If you wish to report possible misconduct, you may reach our compliance hotline at 1-877-363-3072.

## INVOICE

## Remit Address:

**WISH**  
 90359 Collections Center Drive  
 Chicago, IL 60693  
 Main: (317) 923-8888  
 Billing: (317) 923-8888



## Billing Address:

Strategic Media Placement  
 Attention: Accounts Payable  
 7669 Stagers Loop  
 Delaware, OH 43015  
 USA

Advertiser	POL/Mike Pence for Governor (R)
Product	MIKE PENCE
Estimate Number	2826

Invoice #	213256-1
Invoice Date	10/21/12
Invoice Month	October 2012
Invoice Period	10/01/12 - 10/15/12

Station	WISH
Account Executive	Petry Philadelphia
Sales Office	Petry/Philadelphia
Sales Region	National

Order #	213256
Alt Order #	06861863
Deal #	
Order Flight	10/09/12 - 10/15/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB #	
Advertiser Code	
Product Code	

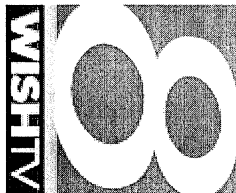
Agency Ref	IN9370/IN11002/IN14195
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Aired Days	Ad-ID	Rate	Reconciliation	Ref #
19	WISH	News 8 @ 11 M-F	11-1135p	M	10/15/12	:30	11:27 PM	TVGENPENC1215H	\$900.00		1
20	WISH	Daybreak Saturday	558-9a	10/08/12 to 10/14/12	to	1x	-----S-				
				Sa	10/13/12	:30	6:50 AM	TVGENPENC1215H	\$250.00		1
21	WISH	ET Weekend	658-8p	10/08/12 to 10/14/12	to	1x	-----S-				
				Sa	10/13/12	:30	7:36 PM	TVGENPENC1215H	\$400.00		1
22	WISH	News 8 @11 Saturday	11-1135p	10/08/12 to 10/14/12	to	1x	-----S-				
				Sa	10/13/12	:30	11:33 PM	TVGENPENC1215H	\$600.00		1
23	WISH	Daybreak Sunday	558-9a	10/08/12 to 10/14/12	to	2x	-----S				
				Su	10/14/12	:30	6:21 AM	TVGENPENC1215H	\$200.00		1
				Su	10/14/12	:30	8:30 AM	TVGENPENC1215H	\$200.00		2
24	WISH	CBS Sunday Morning	858-1030a	10/08/12 to 10/14/12	to	2x	-----S				
				Su	10/14/12	:30	9:08 AM	TVGENPENC1215H	\$700.00		1
				Su	10/14/12	:30	9:47 AM	TVGENPENC1215H	\$700.00		2
25	WISH	Face The Nation	1028-11a	10/08/12 to 10/14/12	to	1x	-----S				
				Su	10/14/12	:30	10:59 AM	TVGENPENC1215H	\$700.00		1
26	WISH	News 8 Weekend/Sunday	558-7p	10/08/12 to 10/14/12	to	1x	-----S				
				Su	10/14/12	:30	6:16 PM	TVGENPENC1215H	\$400.00		1
27	WISH	News 8 @ 11 Sunday	11-1130p	10/08/12 to 10/14/12	to	1x	-----S				
				Su	10/14/12	:30	11:23 PM	TVGENPENC1215H	\$900.00		1

Subject to our standard terms and conditions located at [www.linmedia.com/multiplatform-ad-solutions](http://www.linmedia.com/multiplatform-ad-solutions).

We warrant that the "actual broadcast" information shown on this invoice was taken from the program log and will be available, upon request, for inspection by the advertiser or agency for at least twelve (12) months from the date of this invoice. If you are unable to resolve a payment dispute with your station, please call 1-317-704-8747 to reach our Accounts Receivable department. If you wish to report possible misconduct, you may reach our compliance hotline at 1-877-363-3072.

INVOICE



**Remit Address:**  
**WISH**  
90359 Collections Center Drive  
Chicago, IL 60693  
Main: (317) 923-8888  
Billing: (317) 923-8888

**Billing Address:**

Strategic Media Placement  
Attention: Accounts Payable  
7669 Stagers Loop  
Delaware, OH 43015  
USA

Advertiser	POL/Mike Pence for Governor (R)
Product	MIKE PENCE
Estimate Number	2826

Invoice #	213256-1
Invoice Date	10/21/12
Invoice Month	October 2012
Invoice Period	10/01/12 - 10/15/12

Station	WISH
Account Executive	Petry Philadelphia
Sales Office	Petry/Philadelphia
Sales Region	National

Order #	213256
Alt Order #	06861863
Deal #	
Order Flight	10/09/12 - 10/15/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB #	
Advertiser Code	
Product Code	

Agency Ref	IN9370/IN11002/IN14195
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Aired Days	Ad-ID	Rate	Reconciliation	Ref #
28	WISH	Monday 10-11p	958-11p		10/15/12 to 10/21/12	1x	M-----				
	WISH			M	10/15/12	:30	10:50 PM	TVGENPENCL215H	\$1,700.00		1
29	WISH	Tuesday 8-9p	758-9p		10/08/12 to 10/14/12	1x	-T-----				
	WISH			Tu	10/09/12	:00			\$2,000.00	Credited	1
30	WISH	Sunday 7-8p	658-8p		10/08/12 to 10/14/12	1x	-----S				
	WISH			Su	10/14/12	:30	7:38 PM	TVGENPENCL215H	\$2,000.00		1
31	WISH	NFL Football	NFL Football		10/08/12 to 10/14/12	2x	-----S				
	WISH			Su	10/14/12	:00			\$3,000.00	Credited	1
	WISH			Su	10/14/12	:00			\$3,000.00	Credited	2
32	WISH	Colts Football	Colts Football		10/08/12 to 10/14/12	1x	-----S				
	WISH			Su	10/14/12	:30	2:36 PM	TVGENPENCL215H	\$11,000.00		1
33	WISH	Tuesday 9-10p	858-10p		10/08/12 to 10/14/12	1x	-T-----				
	WISH			Tu	10/09/12	:00			\$2,000.00	Credited	1
Aired Spots 54											

Gross Total	\$42,600.00
Agency Commission	\$6,390.00
Net Amount Due	\$36,210.00
Payment Terms 30 Days	

Subject to our standard terms and conditions located at [www.linmedia.com/multiplatform-ad-solutions](http://www.linmedia.com/multiplatform-ad-solutions).

We warrant that the "actual broadcast" information shown on this invoice was taken from the program log and will be available, upon request, for inspection by the advertiser or agency for at least twelve (12) months from the date of this invoice. If you are unable to resolve a payment dispute with your station, please call 1-317-704-8747 to reach our Accounts Receivable department. If you wish to report possible misconduct, you may reach our compliance hotline at 1-877-363-3072.